

This PSA campaign features patients at Shriners Hospitals and provides a telephone number for viewers to call if they have, or know of, a child that might benefit from their orthopaedic and burn care. 10/91 :30 384
July (9-1223p, 14- ,21-218a, 24-1022a)
August (1- ,6- ,14-1021p, 24-)
September (2- ,16-1059a).

St. Jude's Children's Research Hospital has lost Danny Thomas as a celebrity spokesman due to his death, but this loss has not dampened St. Jude's resolve to rid the world of catastrophic disease in children. They continue to ask for support with permission of the Danny Thomas Family. -30 362

This anti-smoking spot dramatically pretends that young children are buying cigarettes from clerks, while they are actually buying cigarettes from a vending machine. :30 377

July (9-327p, 23-)

August (1- ,6- ,14-221p, 24-)

September (2- ,16-554a, 23-).

US DEPT. OF HEALTH/HEALTHY START CAMPAIGN

Targeting adults, this PSA points out the importance of prenatal care and tells how viewers "can help pregnant women get the care they need to have healthy babies through programs like Healthy Start." sponsored by the US Department of

Treat Williams shows the appearance of common skin cancers so people can recognize them and get prompt medical treatment. (6/92) :30 328

July (8- ,11- ,13- ,18-748a)

August (4- ,11-422p, 19- ,30-)

September 8th.

WILL ROGERS INSTITUTE/HIGH BLOOD PRESSURE

Paul Winfield warns people that high blood pressure can lead to serious illness such as heart attacks, kidney failure and stroke. (6/92) :30 324

July (6-854a, 11- ,13- ,18-221a, 29-)

August (4- ,11- ,19- ,30-)

September (8- ,13-554a, 20- ,29-).

WILL ROGERS INSTITUTE/SMOKING

Illustrates the health dangers of cigarette smoking and offers more information from the Will Rogers Institute. :30 315

July (17- ,29-)

August (4- ,11-354a, 18- ,29-)

September (7-1255p, 12- ,19-646p, 28-655p).

WILL ROGERS INSTITUTE/ARTHRITIS

Offers information on coping with the problems of arthritis. :30 316

July (6-1125a, 17- ,29-)

August (4- ,11-522a, 18- ,29-)

September (7-117p, 13-1222a, 20-).

WILL ROGERS INSTITUTE/EMERGENCIES

Includes tips on how to be ready for emergencies...learn first aid and cpr, etc. :30 329

July (8- ,18-1244p, 29-)

August (11-522p, 19- ,30-)

September (8- ,13-1028a, 21- ,30-).

2. THE COMMUNITY

CAPITOL GIFT SHOP IYI

Juli Klein, coordinator of the Capitol Gift Shop at the Oregon State Capitol Building in Salem, explains to TV 22's Dick Bond what the shop has to offer visitors. Juli shows some of the topical products in the shop and describes how the profits are used to assist the capitol guide program. 8/92 4:30 1593

August (19-717pm, 20-818a, 21-1021a, 23-818a, 721p, 24-1118p, 25-721p, 26-420p, 27-121p, 28-1020a, 29-620a, 30-321a, 31-122p)

September (1-220p, 2-618pm, 4-1022a, 5-121a, 6-722p, 7-719am, 9-519p, 11-210p, 12-1122p, 14-721a, 16-621p, 17-1221a, 21-522a, 28-322p, 30-618p).

Ran 28 times during quarter.

EYE OF THE SETTING SUN BOOK OF OREGON HISTORY IYI

Walt Davies, in character, tells TV 22's Dick Bond about the book "The Eye of the

HIGHLAND NEIGHBORHOOD ASSOCIATION IYI/#1 AND #2

Jaqueline Zimmer, association president, talks with TV 22's Dick Bond about actions the Highland Neighborhood Association is taking to combat gang activity in the area.

1537,38 3/92 (4:00ea)

July (1-1121a, 4-422a, 5-920p, 7-1122p, 8-521a, 16-218a, 18-122a, 29-1122p, 30-218a)

August (3-1121p, 4-1121p, 11-1221a, 14-720p, 20-1222a,121a, 26-620p, 27-1021p)

September (1-1021p, 3-1122p, 10-1221p, 11-1120a, 14-1219a, 15-1221a, 18-1122p, 19-221a, 23-1220a, 24-1223a, 30-118a, 220a)

Ran 29 times during quarter

KINTIGH CHRISTMAS HOLIDAY TREE IYI

Oregon State Senator Bob Kintigh of Springfield explains to TV 22's Dick Bond how he was selected to provide the White House with their official Christmas tree for 1992. 9/92 4:30 1616

September (23-1022a, 24-1119a, 25-1221p, 26-122p, 27-421p, 28-521a, 29-820a, 30-1120a).

MISSION MILL MUSEUM QUILT SHOW IYI

Milo Pearmine, co-chairperson of the annual quilt and textile show at Mission Mill Museum, talks with TV 22's Dick Bond about the 14th Annual Quilt & Textile show sponsored by the Mission Mill Museum Association. 9/92 4:30 ends 10/2/92 1614

September (22-1221a,1021a,821p, 23-722a,421p, 24-921a,521p, 25-618p, 26-1121a,1022p, 27-321p,1021p, 28-1217a,1222p, 29-419p, 30-620a,517p).

Ran 17 times in September

OREGON STATE FAIR IYI

Don Hillman, director of the Oregon State Fair, explains to TV 22's Dick Bond the new pricing policy for entertainment at the fair and describes this year's entertainment lineup. 7/92 3:30 1579

July (22-217p,822p, 23-222a,918a,421p, 24-919p, 25-617a,921p, 26-122p, 27-423p, 28-322p, 29-523p, 31-1020a)

August (1-819a, 2-821a, 3-523p, 4-622p, 5-1122p, 6-128p, 7-1223p,919p, 8-1022a,821p, 9-620a,322p, 10-523p, 11-422p, 12-919a, 14-820p, 16-1123p, 17-1222a,922p, 18-221a,522p, 19-321a, 20-422a,722p, 21-521p, 22-121a,1122p, 23-519a,220p, 24-1121a,1022p, 25-621a,420p, 26-522a,922p) (end 8/26/92)

SALEM AREA CHAMBER OF COMMERCE/CITY MAP

John Ireland, executive vice-president of the Salem area Chamber of Commerce, tells TV 22's Dick Bond that a new city map is now available free to the public from the Chamber. Ireland explains how it was funded with advertising by Chamber members. 7/92 4:30 1577

July (11-721p, 12-221p, 13-122p, 14-1122a, 622p, 15-1022a, 16-720a, 517p, 20-1121p, 21-1020a, 22-521a, 23-821p, 24-1122a, 27-322p, 28-820p, 29-722p, 30-922a, 31-820a)

August (3-422p, 5-1120a, 6-918a, 7-821a, 8-720a, 9-520a, 10-422a, 16-622p, 17-522a, 19-1021p, 20-521p, 24-120p, 25-222a, 26-1120p, 31-122a)

September (1-922p, 2-719am, 3-520a, 7-922p, 9-421a, 18-621a, 23-321a, 29-1221a)
Ran 41 times during quarter

SALEM ART FAIR IYI/#1, #2 AND #3

Cynthia Addams, director of the Salem Art Association, discusses the 1992 edition of the Salem Art Fair and Festival in Bush's Pasture Park with IYI host Dick Bond. 6-92 (#1-3:30, 1566) (#2-4:00, 1567) (#3-3:30, 1568) (Series ran 12 times in July to the start of the Festival, July 17th at noon.)

July (1-12:21a, 5:22a, 4:21p, 2-1:22a, 10:22a, 7:21p, 6-2:21a, 8:19a, 7-2:17a, 8:21a, 3:21p, 8-4:18a, 12:18p, 8:23p, 9-5:22a, 1:20p, 10-7:28p, 11-12:17a, 12-3:21a, 13-12:21a, 7:21a, 2:18p, 9:21p, 14-7:21a, 2:22p, 7:21p, 15-4:21a, 11:21a, 2:21p, 7:21p, 16-12:19a, 12:20p, 10:19p, 17-7:21a, 8:20a, 9:20a.

SALEM LIBRARY ART IYI

George Happ, director of Salem Public Library discusses with TV 22's Dick Bond the loanable art program and shows examples. 1530 2/92 (4:30)

July (3-321p, 6-819p, 12-817a, 17-919p) (Replaced by Senior Library 8/27/92)

August (2-519p, 12-321a, 20-222a)

SALEM ART ASSOCIATION IYI/WEAVING

Widney Moore, Salem Art Association Education coordinator explains to TV 22's Dick Bond how the association's weaving classes run and that they are open to the public. 1549 4/92 (4:30) Ends 9/30/92

July (5-421a, 9-119a, 21-421a, 25-417a, 29-1221a)

August (16-123a, 23-421a, 27-1222a)

SALEM DOWNTOWN ASSOCIATION and SALEM DOWNTOWN GUIDES IYI

Karen Jackson, executive director of the Salem Downtown Association, talks with TV 22's Dick Bond about the methods used to keep the Salem downtown safe area

:60

#23-ran 2 times per day, Sept. 19-26. (15 broadcasts)

#24-ran 2 times per day, Sept. 27-Oct. 3rd. (15 broadcasts)

YWCA EVENTS CALENDAR

A timely listing of events sponsored by the Salem YWCA in a 60-second local PSA.

CANDY WRAPPERS PROMOTION

M&M/MARS Candies will pay the YWCA five cents for turned-in wrappers in a promotion campaign. Runs through October 7th, 1992. 8/92 :60 29

August (17-154p,921p, 18-454p,1154p, 19-1255p,751p, 20-153a,721p, 21-1253p,954p, 22-349a,1247p, 23-1258p,1051p, 24-1120a,1048p, 25-419p, 26-154p,1154p, 27-1249a,1121p, 28-652p, 29-1154p, 30-1228p,150p, 31-355a,152p)

September (1-145a, 2-055a, 3-057a, 4-754a, 5-740a, 6-1220a, 751a, 7-1054a, 8-152a)

BOYS AND GIRLS CLUB OF SALEM/GRANT TO FIGHT GANGS

Mr. Lloyd Tolle, executive director of the Salem Boys and Girls Club, talks with TV 22's Dick Bond about the \$154,000 grant the local facility received to assist in combating gang-related activities. The money will be used in part to hire an outreach worker to "work the streets" and disseminate information about the poliferation of gang-related activity in the greater Salem area. 8/92 4:00 1598 August (27-820p, 28-1119a, 29-1117a, 923p, 30-318p, 31-820a) September (1-1023a, 2-420p, 3-522p, 4-822p, 5-922p, 6-1222p, 7-422a, 8-1020a, 9-1020p, 10-722a, 11-931a, 12-1218p, 14-1022a, 15-721p, 16-921a, 17-819p, 19-1021a, 21-822p, 22-320a, 24-418a, 28-818a, 30-1218p).

BALLOON ANIMALS/KIDS CORNER CLOWNS TEACH KIDS HOW TO MAKE THEM 9592 2/90 4:30

August (13-420p, 17-222p)
September (6-718a, 12-220p, 26-617p).

GUS/SALEM POLICE IYI/No to Drugs, Go Tell

Gus (a dummy) talks with Officer Cheeley about what he should do if someone offers him drugs. Cheeley tells him about No, Go, and Tell. 1301 (4:00)
August (15-218p, 16-322p, 18-422p)
September (10-422p, 11-322p, 26-519p).

GUS/SALEM POLICE IYI/Stranger Danger

Gus (a dummy) talks with Officer Cheeley about strangers and "bad touches." Cheeley tells him to run away from people who offer to show or give him something. 1304 (4:00)
August (19-320p, 29-1220p)
September (26-1020a)

GUS/MARION CO. FIRE DEPT IYI/E.D.I.T.H.

Gus (a dummy) talks with Bill O'Neil about "Exit Drills In The Home" (EDITH). Kelsey Sears demonstrates how to exit the second floor of a burning house by crawling across the floor, checking the door, going down the ladder and meeting the family in a safe place. 1305 (4:00)
August 21-221pm.
September (5-818a, 8-118p, 10-621p, 721p, 25-419p, 28-822p).

GUS VISITS THE DOCTOR FOR THE FIRST TIME/DR. JAMES LACE IYI

1361, 62, 63, 64, 65 5/91 (4:30ea.)
August (12-118p, 218p, 320p, 421p, 521p)
September (12-622a, 722a, 819a, 918a, 1020a)

JUGGLE, HOW TO/KIDS CORNER CLOWNS HARLEY & STARDUST

2/90 4:30 2 Parts 9588 9589
August (22-321p, 417p, 29-120p, 222p)
September 5th-917a, 1020a.

KIDS CORNER IYI/CHILDRENS FIRE SAFETY SERIES

Lebanon Fire district "Fun with Fire Safety" Puppets provide fire safety tips directed toward children. 9684, 85, 86, 87, 88, 89, 90, 91 (4:30, 3:20, 3:50, 4:30, 3:40, 4:30, 3:50, 4:30) end 7/92 (ran 3 times in July 4-917a, 11-821a, 18-122p)

MID-VALLEY CHILDREN'S GUILD IYI

The Mid-Valley Children's Guild helps children with mental and physical problems. Children receive the training they need to survive. The Mid-Valley Guild needs money to provide necessary services to these children. Dr. James Lacey, Salem-area pediatrician, explains how viewers can support the agency. 1065 (4:10)
July 18th-321a,
August (2-421p, 16-321a)
September (1-323a, 6-521a, 13-421p).

OPTIMISTS CLUB IYI/Youth Programs

Marti Staprans of the Humane Society of the Willamette Valley and an Optimist Club member interviews Rev. S. Olsoe. They discuss their participation in the Salem Optimists Youth Club, in which students are rewarded for their academic achievements. 1512 1/92-7/92 (3:30)
July 4, 1017am

SALEM ART ASSOCIATION/FINE ARTS CAMP FOR KIDS

Cherie Doud, director of the camp, explains to TV 22's Dick Bond the Fine Arts for Kids program sponsored by the Salem Art Association. 1557 (3:30)
July (4-821a, 8-323p, 10-223p, 11-420p, 12-121p, 18-1122a, 21-330a, 22-1122a, 24-419p, 25-317p, 26-318p, 27-522a, 28-420p, 29-820a, 30-222p, 31-1120a, 720p)
August (1-1223p, 2-319p, 3-222p, 4-1021a, 5-322a, 6-519a, 922p) ends 8/6/92

YWCA IYI/ NEW YOUTH WING

Jo Rita Gann, Executive director of the Salem YWCA talks with TV 22's Dick Bond about the completion of the new youth wing at the facility. 1534 3/92 (3:30) ends 9/30/92

July (4-719p, 7-621a, 9-218p, 11-1117a)

August (15-717a, 21-921a)

September (8-319a, 12-519p, 19-621a). Ran 9 times during quarter

NATIONAL PSA'S INVOLVING CONCERNS OF YOUTH

BOY SCOUTS OF AMERICA/SCOUTING BECAUSE

Young Cub Scouts tell why they like scouting in this psa for boys in grades 1 thru 5. 9/92 30sec 388

September 16th-225p.

BOYS TOWN/ TELEPHONE Rappers singing about the alternatives homeless and abused children are able to pursue. They are to call the national hotline for Boystown.
2/91 :30 349 (Replaced by new version 8/28/92)
July (8- ,19- ,22- ,26- ,30-1119p)
August (12- ,21-)

BOYS TOWN/ ANSWER

A high-energy, crisis-resolution PSA that portrays the urgency of three young teenagers struggling to solve their problems. This PSA offers the Boys Town National Hotline as the place kids can call to get help in any crisis.
:60 438 (Replaced by new version 8/28/92)
July (6-323p ,13- ,14- ,18-155a, 25-)
August (5-1154p, 12- ,20-)

BOYS TOWN NATIONAL HOTLINE/WHEN YOU NEED A FRIEND

"A musical portrayal of one young girl's problems at school and with her friends" and promotion of the national hotline number for help. 8/92 60 438 30 349
August 30: (31-) 60: (29- ,30-)
September 30s:(9- ,14- ,22-320a),
60s:(4- ,7-1255a, 10- ,11- ,13-1055p, 19-1054p).

BOYS TOWN NATIONAL HOTLINE/TIM & DAPHNE REID

Offering information about the hotline for troubled families are Tim and Daphne Reid. 8/92 30 sec 262 (also 15 sec. 171)
August 15s:(29-), 30: (29-)
September 15s:(2- ,24- ,26- ,30-), 30s:(3- ,13-821p, 15- ,17-)

CHILD CARE AWARE/SORTING THINGS

The objectives of Child Care Aware are "1. Teach people what quality child care is and why it's important. 2. Help parents look for quality child care in their community." The spot illustrates some features of quality child care. 7/92 :60 446
July (25- ,29-)
August (13- ,21- ,31-)
September (5- ,14- ,20-).

NATIONAL COMMITTEE TO PREVENT CHILD ABUSE/GOOD ADVICE

Targeted for "all parents/principals, child-care workers, and children's services to

PGA/FIRST SWING (see under RECREATION heading)

SHRINERS HOSPITALS/Kitchen Hazards

The Shriners Hospital For Crippled Children gives us safety spots for kids.
:60 441

July (12-1258p, 14- ,18-553a, 25-)

August (6- ,12- ,21-)

September: none.

4. QUALITY OF LIFE

PROGRAMS

JIMMY SWAGGART TELECAST RELIGIOUS PROGRAM

The sixty minute religious program includes bible lectures, music, and commercials.

<u>date</u>	<u>time</u>	<u>commercial content length including terminal break</u>
7/5	9am	3:30
7/12	9am	3:30
7/26	9am	3:00
8/2	9am	11:30
8/9	9am	3:30
8/16	9am	3:30
8/23	9am	3:30
8/30	9am	3:30

IYIs

RICE COUNCIL USA/DISCOVER RICE-RICE MONTH IS SEPTEMBER

Joanne Leathe, home economist for the USA Rice Council, talks with TV 22's Dick Bond about rice foods and demonstrates a rice-based salad. 9/92 4:30 1595

September (1-922a, 2-919p, 3-220p, 5-723p, 7-1120a, 9-318p, 10-220a, 11-519p, 13-721p, 14-121p, 15-1121a, 16-1021a, 17-917a, 19-417p, 20-521p, 21-558p, 22-121p, 23-221a, 26-1221a, 28-422a, 29-921p).

Ran 21 times during September

RICE COUNCIL USA/FOOD PYRAMID,/LIGHT & LOW-FAT RICE RECIPES

Joanne Leathe, home economist for the USA Rice Council, talks with TV 22's Dick Bond about the importance of rice as a food group. She offers nutritional information, demonstrates a rice-based recipe, and offers information and receipes by mail. 10/92 4:30 ea 1596 1597

JUDGE THORNTON/CRIME IN THE US AND JAPAN BOOK TOUR

Former Oregon Attorney General and Judge, Robert Thornton talks with TV 22's Dick Bond about his book, Preventing Crime in America and Japan, a Comparative Study.

1540,41,42 3/92 (4:00ea) (Start Thornton on Prison training 8/31/92)

July (1-621a, 3-617p, 6-520a, 9-322p, 12-422p, 14-521a, 24-720a, 30-1120p)

August (3-718a, 10-222p, 12-1121p, 22-219a, 28-1221p)

LOCAL PSA'S INVOLVING QUALITY OF LIFE

ST. VINCENT de PAUL SOCIETY/HELP THE POOR AND HOMELESS

The Harlem Globetrotters support the St. Vincent de Paul Society in this psa from New York which is localized with a tag for the Salem's office activities. 8/92 :30 268

August (1-554p, 2-220p, 6-652p, 7-346p, 8-1154a, 554p, 9-654a, 15-453p, 16-254p, 17-655p, 25-1054p)

September (4- ,10- ,14- ,17- ,26-).

WORK AND FAMILY TIPS BY VERNA JOHNSON/VARIOUS TOPICS

Verna Johnson, coordinator of Chemeketa Community College's seminars on balancing work and family, offers tips to assist individuals in work and family life. Covering topics such as change, anger, self esteem, couple relationships, hopes & dreams, attitude, and family finance, these 60-second PSAs refer the viewer to Chemeketa Community College for more information. 7/92 :60 # 11-20

August (1-253p, 954p, 2-254p, 859p, 3-254p, 950p, 4-1247p, 946p, 5-1254p, 858p, 6-1154am, 858p, 7-149p, 858p, 8-1254p, 820p, 9-154p, 954p, 10-1054a, 858p, 11-454p, 950p, 12-1119a, 947p, 13-1111a, 752p, 14-444p, 1054p, 15-647p, 16-1254p, 1021p, 17-752a, 951p, 18-1049a, 1053p, 19-648p, 949p, 20-1152a, 954p, 21-1154a, 1055p, 22-149p, 1022p, 23-152p, 1045p, 24-1050a, 721p, 25-149p, 754p, 26-522a, 921p, 27-122a, 1249p, 28-1253p, 1054p, 29-1045a, 354p, 30-1155a, 954p, 31-1255p)

September (1-9:52p, 2-1052p, 3-355p, 4-620p, 5-1248p, 7-755p, 8-818a, 9-1247p, 10-346p, 11-945a, 12-752a, 13-458p, 14-1253p, 16-755p, 17-1049p, 18-1154p, 19-748p, 21-755p, 22-751p, 23-150a, 24-154a, 354a, 26-453a, 27-254p, 28-155a, 29-446a, 30-354am).

NATIONAL PSA'S INVOLVING QUALITY OF LIFE

AMNESTY INTERNATIONAL/ PRISONER-PRESIDENT

Amnesty International describes the conditions that subjected to just for being politically opposed to the ruling government. The success story that they capitalize on in this PSA is the election of Yaclav Havel as the president of Czechoslovakia. 6/1/91 :60 403 (Pulled 8/27/92)
July :15 (3-) 60: (8- ,15-421a, 22- ,27-1253a)
August (8-452a, 24-)

AMNESTY INTERNATIONAL/SONS AND DAUGHTERS

"These spots use the poetry of Marjorie Agosin to dramatize the personal grief of human rights abuse in the words of authors whose children were 'disappeared'

Children International offers child sponsorship information kits as part of its Summer '92 campaign. 6/92 60: 408 (ends 8/31/92)

July (1- ,6-254a, 8- ,13- ,20- ,23- ,27-448a)

August (8-1154p, 15- ,25-)

CHILDREN'S MIRACLE NETWORK/QUARTERBACK CLUB

The NFL Quarterback Club promotes the services of the Children's Miracle Network, which provides medical care to children. 9/92 60 sec 408 30 sec 259

September 30s:(6- ,10-254p, 15- ,17- ,19-1121p), 60s:(8- ,10-1055p, 13-220a, 16-752a, 27-).

CHRISTIAN CHILDREN'S FUND/DOWNTOWN

The Christian Children's Fund is looking for help in supporting children.

:30 375 (Replaced by 375 on 8/18/92)

July (9-356p, 23-)

August (1- ,13- ,17-554p)

CHRISTIAN CHILDREN'S FUND/I COULD HELP

The main cause of death among children in the Third World is related to contaminated drinking water. CCF provides clean drinking water, food, medical care, clothing, education, and vocational training as an international relief agency. 8/92 :30 :15 169 375

August 15: (28-), 30: (24-)

September 15s:(24- ,26- ,29-), 30s:(2- ,16-254a, 23-).

CRISTINA FOUNDATION/#1 OUT TO PASTURE

The Cristina Foundation asks businesses and individuals to donate their old computers to organizations which can use them as instructional tools for the learning-disabled. (6-92) :30 398

July (9-625a, 11- ,21-349p, 24-859p)

August (2-1248p, 7- ,15- ,25-)

September (3- ,17- ,24-).

EASTER SEALS/PIZZA

The Easter Seal Society shows what it is doing to assist individuals with disabilities. Their latest achievement has enabled deaf people to even order pizza over the phone.:30 364

July (23-)

August (5-321p, 13- ,23-749a)

September (1- ,10-1153a, 15- ,23-).

EASTER SEALS/PETER FALK ON ADA

Actor Peter Falk explains the requirements of the new Americans with Disabilities Act with special attention on how the law affects businesses. 8/92 :30 269 :60 434

July 30-1053p

August 30: (6- , 9- ,15- ,25-),

60: (2-319p, 5-919p, 7- ,10- ,11-321a, 19- ,29-)

September 30s:(4- ,14-), 60s:(3- ,19-453a).

FAMILY COURSE CONSORTIUM/COUNSELOR

The Family Course Consortium promotes interactivity among family members.

4/92 :60 432

July (17- ,24-)

August (5-821p, 11- ,19-)

September 19th-151a.

FEED THE CHILDREN/COMMON ENEMY

Feed The Children asks for your help in providing health care and food for children around the world. 2/92 :60 448

July (12-1020p, 14- ,19- ,22- ,25- ,29-)

August (13- ,21- ,31-)

September (6- ,14- ,20-).

FEED THE CHILDREN/GARTH BROOKS

Country recording artist Garth Brooks hosts this 30 second PSA seeking support for Feed The Children which works to clothe, feed and educate America's children.

8/27/92 :30 336

August (30- ,31-)

September (8- ,14- ,21- ,21-).

GIVE FIVE CAMPAIGN/HIGH FIVE

Encouragement from the Give Five Campaign for people to donate 5% of their time and 5% of their income to a cause they believe in. 312 5/92 :30

July (5- ,17- ,29-)

August (4- ,11-121a, 18- ,29-)

September (12- ,19-254p, 28-554p).

GUIDE DOG FOUNDATION FOR THE BLIND/FINEST PLACES

Guide Dogs are permitted in the "finest places," this spot from the Guide Dog Foundation points out. Discrimination against persons with guide dogs is prohibited. (6-92) :15 156

July (23-)

August (30-)

September (21- ,28-)

GUIDE DOG FOUNDATION/WHEN I GROW UP

"When I Grow Up", narrated by Tony Randall, is a playful, earnest look at the honorable and important role of a working guide dog. 2/92 :30 340

July (8- ,19- ,22- ,30-423p)

August (11-1120p, 12- ,20- ,31-)

September (8- ,14- ,21-)

INTERNATIONAL SERVICES AGENCY/THIRD WORLD

The International Services Agency shows viewers that without our help, people in third world countries will never make it.:60 436

July (17- ,25-)

August (5-1054p, 11-1222p, 20- ,30-)

September 19th-654a.

LDS CHURCH/SERVICE

The Church of Jesus Christ of Latter-day Saints encouraging persons to perform services for others. 451 4/92 :60

July (12-1121p, 14- ,19- ,22- ,25- ,26- ,30-1221a)

August (13- ,23-121a)

September (1- ,6- ,21-).

LDS CHURCH/OUT OF GAS

The LDS Church campaigns to "strengthen relationships in the home" with the theme "best friends make the best marriages." 8/92 1:30 503

August (5-222a,820p, 10- ,14-1123p, 16-)

September 3rd.

LDS CHURCH/OUT OF MONEY

The LDS Church campaigns to "strengthen relationships in the home" with the theme "best friends make the best marriages." 8/92 :30 327

August (4- ,11- ,19- ,30-)

September (8- ,13-818a, 20- ,30-).

LDS CHURCH/SPLASH-DO YOUR BEST

The church shows the importance of "doing your best" and accepting your limitations. 9/92 60s 90s 463, 504

September 90s: 29th.

LUTHERAN WORLD RELIEF/BUCKET

The Lutheran World Relief organization urges people to work together for a better world. :60 400

July (5- ,15-1253a, 22- ,26-)

August (8-222p, 15- ,24-)

September (8- ,12- ,15- ,19-421a, 26-).

NATIONAL FEDERATION FOR THE BLIND/K.JERNIGAN

"Blind people are just like you, it's just that they can't see," says Ken Jernigan, president of the National Federation for the blind. :60 445

July (15- ,18-721p, 25- ,29-)

August (6- ,13- ,21- ,30-)

September (5- ,20-).

NATIONAL FED OF THE BLIND/GENERIC

The National Federation of the blind asks for understanding, not pity, and encourages viewers to write for information. 2/92 :30 387

July (9-526a, 14- ,21-921a, 24-1253p)

August (6- ,15- ,24-)

September (3- ,16-146p).

OR SPECIAL OLYMPICS/FOR YOUR HEART

The Oregon Special Olympics asks viewers to get involved in helping with the Oregon Special Olympics. 322 8/91 :30

July (17-)

August (4- ,11-1255p, 19- ,30-)

September (8- ,20- ,29-).

POINTS OF LIGHT FOUNDATION/DRAWING

Inspires Americans to volunteer helping disabled children in the community.

6/92 :30 300

July (4- ,5- ,6-254p, 7- ,16- ,26- ,28-)

August (2-750a, 3- ,8-718p, 10- ,17-655p, 28-)

September (6- ,12- ,19-349a, 27-).

PEACE CORPS/ Graduation

The Peace Corps is challenging college recruits to do something tough upon graduation - join the Peace Corps. 412 11/91 ends 9/30/92 :60

July (2- ,15-1154p, 21-218a, 23- ,27-621a)

August (3- ,9- ,16- ,26-)

September (9- ,17- ,28-354a)

PLAN INTERNATIONAL/ EMPTY GLASS

Childreach is a program of PLAN INTERNATIONAL that links caring American people with children in other countries who are suffering from a lack of food, medicine or shelter. 10/91 :30 392

July (9-1049a, 21-147p, 24-523p)

August (2-621a, 7- ,15- ,25-)

September (3- ,16-421p, 24-).

SPECIAL OLYMPICS/LAW ENFORCEMENT TORCH RUN

The largest grass roots program benefiting Special Olympics is the torch run, sponsored by members of various law enforcement agencies. The PSA encourages participation in the events. 6-92 :60 429

July (3-1124p, 4- ,6-751a, 9-451a, 10- ,11- ,17- ,24-621p)

August (5-444a, 10- ,18-)

September 18th.

SALVATION ARMY/HOMELESSNESS

One person who helps out at the Salvation Army is an example of success of the Assistance Program administered by the Salvation Army. 2/92 :30 343

July (6-520a, 8- ,19- ,22- ,26- ,30-649p)

August (12- ,21- ,31-)

September (9- ,14- ,21-).

SALVATION ARMY/DISASTER SERVICES

The Salvation Army also provides disaster relief services and this spot is part of a public awareness campaign for their activities. 7/92 :30 272

July (21-753a,448p, 25- ,27-654a)

August (2-652p, 6- ,7- ,9- ,9- ,16- ,26-)

September (4- ,11- ,14- ,17- ,26-)

SAVE THE CHILDREN/CHRISTOPHER REEVE

Christopher Reeve for Save the Children explains the programs offered to help children around the world. The longer 90 sec. spot provides extensive information. (1:30,2:00) 500,1

July 500(1:30): (3-724a, 4,5,6-1224a, 7,9-424a, 10,12-1120p, 14,15-923p, 18-519a, 19,22,24-1125p, 26)

501 (2:00): (6-621a,1020p, 7,7,8,8,9-720a, 10,11,12-317p, 13,14,15-121a, 16,17, 18-322p, 19,22,23,24-1020a, 25,26,28,29)

August (7- ,16- ,17-1024p)

September (3- ,5-).

5. PUBLIC SAFETY

BACK TO SCHOOL SAFETY IYI #1 & #2

Officer Bruce Cheeley, crime prevention officer for the Salem Police Department, talks with TV 22's Dick Bond about back-to-school safety for both children and drivers. Cheeley also reviews the driving laws concerning school busses and crossing guards. 8/92 4:30 ea 1600 1601

August (27-620p, 28-318p, 30-122p, 31-321p) all 1600 in August and September

September (1-220p, 2-1121a, 3-1020a, 4-618a, 5-520p, 6-622p, 7-922a,722p, 8-621a,321p, 9-1021a, 10-321p, 13-318p, 14-422p, 15-721a, 16-522p, 17-621a, 20-819p, 21-722a, 22-418a, 23-122p, 25-619a, 28-717a, 29-722p.

Ran 28 times during quarter

FIREFIGHTER IYI

Salem firefighter Paul Russak completed and won the "Toughest Firefighter Alive" event in Las Vegas. In this local IYI, he explains to TV 22's Dick Bond the competition and the training required of firefighters. (6-92) 1563 (3:30) ends 9/30/92

July (1-219a, 3-1016p, 5-1222a, 8-217a, 10-319p, 18-1021a)

August (1-1122a, 13-223a, 15-1222p, 29-322p)

September (5-220p, 8-120a, 13-818a)

Ran 13 times during quarter

JUDGE THORNTON ON PRISON TRAINING

Senior Judge Robert Y. Thornton, former Oregon Attorney General, talks with TV 22's Dick Bond about his concerns about the lack of training in the Oregon prison system. Judge Thornton is calling for a repeal of state statutes that don't allow the state to sell inmate-produced products on the open market. 8/92 4:00 1605 August (31-9:18a)

September (1-1219p, 2-1122p, 3-422p, 4-720p, 5-1022p, 6-622a, 7-1018a, 9-1221a, 11-421p, 13-1222a, 14-1120a, 15-119p, 16-319a, 322p, 17-618p, 18-820p, 19-921p, 20-1017p, 22-1120p, 23-517a, 26-221a, 1120p, 28-122a, 30-1020p)

Ran 26 times during quarter

SALEM POLICE IYI/SUMMER HOME SAFETY

Salem Police crime prevention officer Bruce Cheeley talks about home safety issues of special importance during the summer months. (6-92) 1564 (3:30)

July (1-521p, 2-1121a, 4-1018p, 5-622p, 6-422a, 7-423p, 9-1123p, 10-1221p, 12-1219a, 13-822a, 15-1220p, 16-217p, 17-1120p, 21-121p, 22-317a, 26-1220a, 27-121p, 28-1221a, 29-722a, 31-620p)

August (3-322p, 5-621a, 7-1022p, 9-219a, 11-722a, 13-1021p, 17-422p, 23-121a, 25-1221a) ends 8/31/92

WORKPLACE FIRE SAFETY IYI

Jack Pompei, administrator of ORE-OSHA discusses with TV 22's Dick Bond the hazard alert his office out concerning the emergency exit advisory, a reminder for employees to keep exits clear and doors unlocked at all times that require

LOCAL PSA'S INVOLVING PUBLIC SAFETY

OREGON TRAFFIC SAFETY/STAY COOL-SUMMER DRUNK DRIVING

A summer special spot reminding people that the Oregon State Police are "staying cool" and watching for drunk drivers, from the Traffic Safety Division of the Oregon Department of Transportation. (6-92) :30 357

July (11- ,13- ,22- ,31-)

August (5-722a, 13- ,21-)

September 1st.

OREGON TRAFFIC SAFETY/PORTER-BUCKLE UP

Trailblazer Terry Porter challenges people to wear their seatbelts since it is the law. 361 5/92 30sec

July (11- ,23- ,31-)

August (5-118p, 13- ,23-651a)

September (1- ,10-554a, 14- ,22-858p).

OREGON TRAFFIC SAFETY/PRIVATE EYES

"Private Eyes" promotes the 911 or 1-800-24-DRUNK telephone numbers that can be called to report drunk drivers. The promotion of the reporting numbers also adds to the "perceived risk of apprehension" for drunk drivers. according to research

Reminds people that while there are a number of excuses why people don't wear safety belts, the reasons police are enforcing the law in Oregon are all too real. 6/92 :30 351

July (8- ,11- ,19- ,22- ,26- ,31-)

August (12- ,31-)

September (9- ,14-).

OREGON TRAFFIC SAFETY/WEEKEND WARRIOR

The Traffic Safety Division warns viewers that Oregon's DUII laws are tough and that the consequences are not worth risking. 4/92 :30 391

July (9-224a, 21-1254p, 24-319p)

August (2-554a, 7- ,15- ,25-)

September (3- ,16-354p).

OREGON TRAFFIC SAFETY/CHILD PEDESTRIAN SAFETY

"Produced in cooperation with the Harborview Injury Prevention and Research Center in Seattle, this :30 second [PSA] highlights the importance of teaching children about the dangers of traffic and alerts drivers to watch out for children when driving." 7/92 :30 270

July (27-554a,817a,554p,859p)

August (2-354p, 6- ,7- ,8-1220p, 9- ,15- ,21- ,26-)

September (4- ,10-422p, 14- ,17- ,26-).

OREGON COUNCIL FOR THE BLIND/THE OTHER SIDE

A crosswalk safety reminder for drivers about Oregon state law and blind pedestrian safety. :30 382

July (1- ,9-123p, 11-655p, 12- ,14- ,24-954a)

August (1- ,6- ,14-858p, 24-)

September (2- ,16-950a, 23-).

NATIONAL PSA'S INVOLVING PUBLIC SAFETY

AMERICAN RED CROSS/DISNEYLAND/ EARTHQUAKE PREPARE

Disneyland wants people to be aware of the dangers of earthquakes and what kinds of preventive care can be taken, with the American Red Cross. :30 373

July (2- ,9-553p, 23-)

August (1- ,13- ,24-)

September (2- ,15- ,23-).

CRIME PREVENTION COALITION/TEDDY BEAR

This PSA hopes to convince caretakers of youth that unless they take immediate action to prevent crime in their communities, they and their children will never be safe from the threat of crime and drugs. 1/92 :40 435 Ends 9/30/92